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THE WILLIAM MACDONALD SEED CO.

Exclusive Flower Seed Growers

SANTA MARIA, CALIFORNIA

OVER THIRTY-NINE
YEARS IN THE
SEED BUSINESS

CALIFORNIA'S
BEST
FLOWER SEEDS

OCTOBER 25, 1939

GENTLEMEN:

HERE ARE OUR NOMINATIONS FOR LEADERS IN THE 1940
CLASS OF FLOWER NOVELTIES!

ALL VARIETIES INCLUDED IN THE FIRST 18 PAGES OF
THIS BOOKLET WERE HYBRIDIZED AND DEVELOPED BY
MR. MACDONALD, WITH THE KNOWN REQUIREMENTS OF BOTH
FLORIST CROWNER AND HOME GARDENER IN MIND. AN ADDITIONAL
GROUP OF THE BEST RECENT NOVELTIES ARE INCLUDED IN THE
LAST FOURTEEN PAGES.

MOST SEEDSMEN RECOGNIZE THE STRONG SALES APPEAL
NEW FLOWER NOVELTIES HAVE AND ARE QUICK TO AVAIL THEM-
SELVES OF THE HIGHER PROFIT MARGIN EARNED BY HANDLING
THEM. AS A SPECIAL SERVICE TO CATALOG HOUSES, WE ARE
PLEASSED TO OFFER PHOTOS AND CUTS AT COST TO US.

EXTRA COPIES OF THIS NOVELTY LIST ARE HANDY TO
HAVE AROUND YOUR STORE AND WILL AROUSE THE CUSTOMERS'
CURIOSITY. WITH THIS THOUGHT IN MIND, WE HAVE PRINTED
A LIMITED NUMBER OF COPIES WITH ALL PRICES OMITTED AND
ARE GLAD TO OFFER THEM ON A FIRST COME--FIRST SERVED
BASIS.

WE ARE NOT ISSUING A NEW WHOLESALE CATALOG THIS
FALL AND ALL PRICES LISTED IN OUR SPRING CATALOG FOR
1939 HARVEST ARE STILL EFFECTIVE. HOWEVER, IF YOUR COPY
IS BADLY WORN, IT WILL BE A PLEASURE TO REPLACE IT WITH
A NEW ONE!

IT IS IMPORTANT THAT YOUR ORDER FOR 1940 NOVEL-
TIES BE PLACED IN THE NEAR FUTURE, AS SHORTAGES MAY
DEVELOP LATER IN THE SEASON.

YOURS VERY TRULY,

THE WILLIAM MACDONALD SEED CO.

JDM IH